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THE MAIN CHARACTERISTICS OF SPORTS VOLUNTEERING MANAGEMENT¹

Abstract: Article discusses the main characteristics of sports volunteering management in Russia and identifies the problematic issues of organisational work with volunteers at sport events. Author highlights the elements of regional management system of volunteering and identifies the problem complex associated with the activities of subjects and objects in a certain socio-cultural context.

Keywords: volunteering, volunteerism, sport volunteering, nonprofit organizations.

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ОСНОВНЫЕ ХАРАКТЕРИСТИКИ УПРАВЛЕНИЯ СПОРТИВНЫМ ВОЛОНТЕРСТВОМ²

Аннотация: В статье рассматриваются основные характеристики управления спортивным волонтерством в России, выявляются проблемные вопросы организации работы со спортивными волонтерами. В работе выделены элементы региональной системы управления волонтерством, обозначен

¹ This research was supported by the grant of the President of the Russian Federation МК-5869.2018.6.

² Статья подготовлена при поддержке гранта Президента Российской Федерации МК-5869.2018.6.

проблемный комплекс, связанный с деятельностью субъектов и объектов управления в определённом социокультурном контексте.

Ключевые слова: волонтерство, добровольчество, спортивное волонтерство, некоммерческие организации, третий сектор.

Sports volunteering is the activity of people who voluntarily participate in the organization and conduct of any sports events without receiving any financial reward for their activity. The community of sports volunteers is characterized not only by common grounds of activity and common goals, but also express group identification.

Sports volunteering is one of the types of social participation and social activism. Under social participation in this case we understand the inclusion of people in the organization of image sports events aimed at the development of sports in the region or the country as a whole. Social activism, in turn, determines certain changes in the community, brings benefit to other people. As an example, we can represent the organization of classes for people with disabilities, involvement in a healthy lifestyle of children and adolescents in the yard activity.

Such practices require the creation of certain organizational, regulatory, resource, information conditions for the formation of the voluntary image in society. The researchers identify the features of volunteers in this area and their characteristics, organizational structures and professional community of people who are included in the interaction management. In theoretical terms, we can identify and characterize the subjects, objects and activities. Analysis of these elements reveals the main characteristics of sports volunteering and management of this activity.

Subjects of management are the state and non-profit organizations. In Russia the Ministry of sports and the Ministry of labor and social protection are responsible for the development of physical culture and sports with the field of volunteering being included. The management system also includes subordinate organizations of the Ministry of sports, such as the Department for the organization and conduct of sports events, educational organizations (universities, colleges, technical schools), the Federal scientific center of physical culture and sports, etc. The work of sports volunteers is directly related to the development of the third sector in society, the level of public confidence in it and the involvement of

citizens in formal volunteering. Accordingly, the second control subject is a non-profit organization. With the support of public authorities, they can receive subsidies for the development of their activities, as well as participate in the grants of the President of the Russian Federation. The activities of non-profit organizations can be aimed at the development of sports volunteering, and they can develop this area together with all other types of volunteering.

The object of activity in sports volunteering is mass sports or cultural events which can be international, national or local. Sports volunteering involves two types of volunteer activity. The first is directly related to the work with people, which is manifested in the direct provision of assistance. The second type of activity is indirect assistance that is realized in the paperwork, sports equipment, information etc. Requirements for volunteers and their activities are determined by the level and specifics of the event. The higher the status of the event is, the more regulations and restrictions are imposed on the freedom of volunteer activities.

The third element is the activity itself, which manifests itself in various forms. In the field of sports volunteering, volunteer activity is very diverse, as a rule, it is standardized and correlates with the social role that a volunteer implements in a particular project. The key characteristics of this activity are freedom of choice of volunteers in relation to gratuitous work for the benefit of society, its focus and consciousness on the part of the volunteer, strict regulation of their work on the part of the organizers.

Sports volunteers are socially active, people with a certain level of intellectual development and health. As a rule, these are young people, because of age characteristics they are able to withstand active physical activity, have a high level of stress resistance, are physically fit and are able to adapt to interaction in a multicultural environment.

The more global the scope of a particular sports event, the more volunteers are involved in its organization. The International Olympic Committee has provided data on the number of volunteers at the Olympic games since 1992 (table 1).

Table 1 – Number of volunteers at the Olympic games in different years

City and country	Year	Number of volunteers
Rio de Janeiro (Brazil)	2016	50 000
Sochi (Russia)	2014	25 000
London (UK)	2012	70 000
Vancouver (Canada)	2010	75 000

Beijing (China)	2008	100 000
Turin (Italy)	2006	18 000
Athens (Greece)	2004	45 000
Salt lake city (USA)	2002	22 000
Sydney (Australia)	2000	46 967
Nagano (Japan)	1998	32 000
Atlanta (USA)	1996	46 466
Lillehammer (Norway)	1994	9 054
Barcelona (Spain)	1992	34 548

As can be seen from table 1, the number of volunteers in the Olympic Games is constantly increasing. More and more volunteers from different countries are involved in the events. This movement is becoming truly international. Sports volunteers engaged in specific activities fall into the field of state regulation. The government bodies of individual countries have an indirect impact on the activities of volunteers. Legal norms regulate the activities of volunteers themselves, as well as those organizational structures that directly coordinate, direct and control the activity of volunteers. The state authorities authorize and support the creation of specific structures of national and regional importance, form the infrastructure necessary for the organization of the activities of sports volunteers in the framework of specific events.

Thus, the system of management in sports volunteering is connected with the quality of life of people, with the development of their human capital at the expense of those competencies that are required by international standards for mass sports events. Sports volunteering is a specific direction of volunteering, which requires an organizational structure, as it can not be initiated and implemented spontaneously. The activity of volunteers is not only functional, but also strictly regulated by international standards. The state authorities must ensure the conditions for the functioning of non-profit organizations that act as organizers of the activities of sports volunteers.

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